WHAT IS CLAIMED IS:

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1. An attachment structure of a weather strip for a motor vehicle, which is to be attached to one of an opening portion of a motor vehicle, and a periphery of a closing member for opening and closing the opening portion, wherein the weather strip includes a base portion composed of a solid material and a tubular seal portion composed of a sponge material, and protruding from said base portion integrally therewith, the attachment structure comprising:

a channel part in which said base portion of the weather strip is adapted to be attached, said channel part having a U-shaped cross-section and including side walls provided in one of said opening portion of said motor vehicle, and said periphery of said closing member, thereby defining a channel;

said base portion of the weather strip having a generally U-shaped cross-section to define a slot in which one of said side walls defining said channel is adapted to be inserted, said base portion including an inserting part which is adapted to be inserted in said channel, and a holding part for holding said one side wall inserted in said slot with said inserting part, said inserting part including a holding lip which projects from an end of said inserting part obliquely outward,

said one side wall defining said channel being inserted in said slot of said base portion, and said inserting part of said base portion being inserted in said channel such that said holding lip elastically contacts the other side wall defining said channel, whereby the weather strip is attached to one of the opening portion of the motor vehicle, and the periphery of the closing member for opening and closing the opening portion.

2. An attachment structure of a weather strip for a motor vehicle as claimed in claim 1, wherein the weather strip is a roof panel weather strip for sealing between a sliding roof provided in a roof panel, and an opening portion of the roof panel,

said tubular seal portion protrudes from said holding part of said base portion of said roof panel weather strip toward said sliding roof,

a frame member is provided in said opening portion for mounting said roof panel weather strip, said frame member includes a base part for securing said frame member to said opening portion, and a channel part has a U-shaped cross-section to define a channel for inserting said inserting part of said roof panel weather strip therein, said channel is defined by side walls of said channel part, which are located on the side of said sliding roof and on the side of said opening portion, and

said roof panel weather strip is attached such that one side wall of said channel part on the side of said sliding roof is inserted in said slot of said base portion and an end of said holding lip elastically contacts an inner surface of the other side wall of said channel part on the side of said opening portion.

3. An attachment structure of a weather strip for a motor vehicle as claimed in claim 1, wherein said inserting part of said base portion is provided with a projection which projects from an upper part of an outside surface thereof, and said holding part is provided with a protrusion which protrudes from a lower end thereof toward said channel part.

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